

**APPROVED  
BEACH REDEVELOPMENT BOARD  
100 NORTH ANDREWS AVENUE  
8<sup>th</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FL 33301  
MONDAY, JULY 20, 2:30 P.M.**

**FEB 2015/JAN 2016**

<b>MEMBERS</b>		<b>REGULAR MTGS</b>		<b>SPECIAL MTGS</b>	
		<b>Present</b>	<b>Absent</b>	<b>Present</b>	<b>Absent</b>
Anthony Abbate, Chair	A	3	2	0	1
Ina Lee, Vice Chair	P	4	1	1	0
Abby Laughlin	A	3	2	0	1
Christian Luz	P	5	0	1	0
Thomas B. McManus	A	2	3	1	0
Andy Mitchell, Jr.	P	4	1	1	0
Judith Scher	P	5	0	1	0
Tim Schiavone	P	3	2	0	1
Shirley Smith	P	5	0	1	0
Aiton Yaari	A	4	1	1	0

**Staff**

Don Morris, Economic Reinvestment Administrator  
Tom Green, Engineering Design Manager  
Cija Omengebar, Economic Development Aide  
Lutecia Florencia, Clerk  
Jamie Opperee, Recording Secretary, Prototype, Inc.

**Guests and Presenters**

Keith S. London, City of Hallandale Commissioner  
Kevin Walford, Transportation Planner  
Tara Crawford, DFLTMA, Interim Director  
Karen Mendrala, Transportation and Mobility Department

**Communications to the City Commission** – None

**I. Call to Order/Roll Call – Anthony Abbate, Chair**

Acting Chair Lee called the meeting to order at 2:30 p.m.

**Quorum Requirement**

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum. It was noted there was a quorum at the commencement of the meeting.

## **II. Approval of Minutes – Anthony Abbate, Chair**

- **May 18, 2015**

**Motion** made by Ms. Smith, seconded by Ms Scher, to approve the minutes of the May 18, 2015, minutes as presented. In a voice vote, the motion passed unanimously (6-0).

## **III. Styrofoam Discussion - Keith S. London, City of Hallandale Commissioner**

Mr. London stated that he is speaking on his own behalf as a concerned citizen, not representing the City of Hallandale. He distributed handouts regarding Styrofoam bans in various areas, including a copy of the Miami Beach ordinance. Ultimately, he would like the BRAB to craft a recommendation to the City Commission on banning the use of Styrofoam as a take-out material.

Mr. London directed the Board's attention to p. 3 of the Miami Beach ordinance, which provides an overview of the impact of Styrofoam in the environment and offers alternatives.

Mr. London suggested beginning the ban with City facilities, City-sponsored events, development agreements, and special event permitting.

Mr. Morris stated that the Food & Beverage agreement requires the vendors to use recycled materials for food containers, and the liquid containers can be either recycled or recyclable. No Styrofoam is allowed. He added that the City is very committed to sustainable practices.

Mr. London emphasized that his goal is not enforcement, but education. He mentioned that he wants to get away from recyclable products that are either difficult to recycle or have no facility nearby that can handle them.

Mr. Schiavone spoke about possible resistance from restaurants, and Mr. London responded that he did not encounter any issues from restaurants in Miami Beach. Mr. London added that he had plenty of advance press coverage before he approached the restaurants. Mr. Schiavone expressed doubt that large businesses would comply if the costs were more to switch to non-foam products.

Acting Chair Lee recommended that the BID discuss the item and this Board get more information before the BRAB takes a position on it. Mr. Mitchell suggested providing the restaurants with cost options for alternatives.

Mr. Morris stated that along with the restriction against foam containers, the Food & Beverage permits will offer alternatives such as returnable plastic baskets.

Acting Chair Lee called for further research on the part of the Board, and Mr. Morris will send a BID meeting schedule to Mr. London. Mr. London said he could bring a colleague with him to also speak to the Restaurant and Lodging Association.

#### **IV. Sun Trolley Funding Request – Kevin Walford, Transportation Planner**

Karen Mendrala, Transportation and Mobility Department, introduced Tara Crawford, Interim Director of the Downtown Fort Lauderdale Transportation Management Association (DFLTMA). Ms. Mendrala stated they are requesting the same funding for the trolley as was requested for FY2015 to continue the same service (\$60 an hour for the overall operations of the routes). Ms. Mendrala described the services provided.

Acting Chair Lee mentioned that it takes two trolleys to get from the Hilton on Fort Lauderdale Beach to Las Olas and said it was not a good experience for visitors. Ms. Crawford said they have received a grant from the City for their Mobility Management Contract, and they will be able to do an operational analysis over the next two years to review the efficiency of all of their routes.

Ms. Smith wondered if they had made any changes to the 4<sup>th</sup> of July schedule, noting it was impossible for her to leave her house due to traffic. Ms. Crawford said the congestion on A1A and Las Olas was immense, so for next year they will operate before the fireworks and after the fireworks, but not during the fireworks.

Mr. Schiavone said that the trolley asks for money every year and wondered how it would operate when the CRA money is gone. Ms. Crawford responded that part of their operational analysis will be to look for a sustainable revenue source for the TMA. Ms. Mendrala said they are trying to come up with other transportation modes (bike valets, walking, and other transit) that go to the beach in order to relieve congestion.

Mr. Schiavone wondered if they could raise their prices, and/or make the ride more fun, like the trolleys in San Francisco. He suggested adding entertainment or local celebrities.

Ms. Crawford responded that the route rate is now \$1.00 and an all-day pass is \$3.00. Mr. Morris was interested in seeing any correlation between ridership and fare increases.

Mr. Mitchell suggested either raising the price or adding more riders, perhaps having the hotels promote the trolley as a way to get to the Galleria or go to the beach. Ms. Crawford said the largest link was not Galt, but was the beach route. The community link for Coral Ridge also gets a lot of riders.

Acting Chair Lee felt the two major uses for the trolley were for commuters who need transportation and for tourism related to the beach. She recalled the BRAB funded an expansion two years ago from 17<sup>th</sup> Street Harbor Shops to the Broward County

Convention Center area. Acting Chair Lee said the CRA needs to acknowledge that the BRAB fueled the expansion. Mr. Morris commented that the trolley is mostly used for tourism, even though some hotel employees use it.

Mr. Luz recalled that the Technical Advisory Council was looking at alternative sources of funding several years ago, but he did not know the outcome. He also said it would be informative to run rate analyses that include parking rates, car ownership, etc.

Acting Chair Lee believed a much larger issue was involved - transportation in general on the beach, including interaction with the Wave and All Aboard Florida. She continued that getting people from a parking garage to the beach will also be part of the issue. Acting Chair Lee suggested having a workshop about transportation and how it impacts the beach, the CRA, and the BID.

**Motion** made by Ms. Scher, seconded by Mr. Schiavone, to approve the funding for the trolley in the same amount requested as last year. In a voice vote, the motion passed unanimously (6-0).

#### **V. Beach CRA Operational Budget Recommendation – Don Morris**

Mr. Morris began a PowerPoint presentation on the budget at 3:10 p.m., which showed comparisons between FY2015 and estimates for FY2016, including the anticipated carryover. He detailed the proposed revenues and expenses. Regarding Operating Expenses, Mr. Morris mentioned they are under the Department of Sustainable Development, and more individuals are involved. He also pointed out that as the projects get going, there will be project managers involved, but they are not funding the personnel to do the projects.

Mr. Morris stated that they actively consult and work with other staff from the Department of Sustainable Development – they are not just a layer of administration. A portion of those staff salaries will be funded by the CRA. Mr. Morris added that there will be a 5.6% anticipated increase every year in the revenues, and a 5% increase in operating expenditures.

Mr. Morris introduced Cija Omengebar, new Economic Development Aide, who is assisting with both the CRA and the BID.

In response to a question by Mr. Schiavone, Mr. Morris reviewed the function and operation of the CRA. Mr. Morris elaborated that the assessed valuations in the CRA are up 600% from where they started. Mr. Morris stated that the County does not create new CRAs, the Fort Lauderdale CRA will not go past 2020, and the boundaries will not expand into other parts of the beach.

Mr. Morris said it would probably be late September before they receive the actual costs for the projects, based on the 30% projections. He added that at that point, they need to make decisions based on the designs in order to move forward.

In response to a question by Acting Chair Lee regarding lighting, Mr. Morris reported that the City Commission wants to do something immediately to correct the poor lighting conditions at the beach. Staff has met with the consultants, who will bring a proposal back to staff on August 1, 2015, about how to expedite the lighting portion of the project along A1A. Mr. Morris continued that although they did not receive the grant to do the A1A Streetscape north of the CRA, he thought they could use FDOT/JPA dollars (\$1.5 million).

Tom Green, Engineering Design Manager, explained there is one potential funding source – the Joint Participation Agreement with FDOT – which originally provided \$3.3 million. The money is only for construction, installation, engineering, and inspection. Mr. Green said that Mr. Prizlee was able to get cost savings on the lights on the east side, so they only used half of the money. Mr. Green said they hope to receive approval to use the remainder of the money for lighting on the west side. Mr. Morris said the BID has tentatively agreed in concept to fund the design. The CRA would fund the lights within the CRA, and Mr. Green said there would be a gap in lighting from Alhambra to Sunrise. Mr. Morris said that the lighting from Sunrise north was part of the reconstruction of A1A by FDOT.

Acting Chair Lee questioned the wisdom of doing only part of the lighting and beautification, and Mr. Morris responded that they have to reconvene and determine how to proceed (since they did not get the grant). Mr. Green said that at this time they are planning to change out the current light bulbs with LED amber fixtures on the east side (keeping the same poles) for the Streetscape project within the boundaries of the CRA. New poles will be installed on the west side.

Mr. Morris said that in addition to the pole lights, they have asked the consultants to also look at lights in the wave wall and/or lights such as bollards. There needs to be a balance between esthetics and the need for additional light on the sidewalk. The consultants will report back on August 1, 2015, with a proposal to expedite the lighting on A1A. The funds for that are in the CIP portion of the budget.

Acting Chair Lee requested that the lighting presentation be made for the BID and the BRAB at the same time. She also requested that Jeremy Earle attend the meeting.

**Motion** made by Ms. Scher, seconded by Mr. Luz, to recommend the proposed FY2016 CRA Operational Budget for approval. In a voice vote, the motion passed unanimously (6-0).

**VI. BRAB Representative on the BID, Recommendation to City Commission – Don Morris**

Acting Chair Lee stated she would like to continue being the BID representative.

**Motion** made by Ms. Scher, seconded by Ms. Smith, to keep Ina Lee as the BRAB representative to the BID. In a voice vote, the motion passed unanimously.

**VII. Communications to the City Commission – none**

**VIII. Old/New Business**

Mr. Morris reported that City staff is meeting with Miami Christmas Lights' attorney on July 24, 2015, regarding the contract. At the very least, they will probably use them for the poles, using the second scheme from last year's display.

Mr. Morris also said that instead of purchasing a carousel, they want to rent one, to make sure they like it. The rental would include operators. He relayed what the BID had discussed regarding the operating hours, etc. Mr. Morris said he would bring the carousel rental costs back to the BRAB in addition to the costs for the lights. He does not know what type of animals will be on the rental carousel.

Acting Chair Lee suggested that Mr. Mitchell meet with Mr. Barnett from the BID about the branding of the beach.

Acting Chair Lee spoke about the Friday Night Sound Wave events at the beach, emphasizing the cross-section of people at the beach and the fun generated by the event. She also noticed that everyone wants to park in the A1A/Las Olas lot, but there is not enough parking. Acting Chair Lee elaborated on the lack of parking and the lack of lighting.

Mr. Mitchell mentioned that while he loves the idea of the carousel, he doubted it would work. If it does not work out, he advised the Board to move on to something new that is attractive to the eye, but with low or no maintenance.

Mr. Schiavone said he has nothing against the Air Show or any event that wants to come to the beach; he thought the timing was wrong – hotels do not need to fill their rooms that time of year, and he didn't think it would make a big enough economic impact. However, Mr. Schiavone expressed optimism that the City was going to experience positive growth. Mr. Mitchell also challenged the Board to think big. Acting Chair Lee emphasized that marketing and branding is as important as the events themselves.

Ms. Scher wondered why the CVB did not do more branding for the City, and it was pointed out that they serve the whole County.

The following ideas were suggested by Acting Chair Lee as things the BRAB could do:

- Utilize the Beach Council marketing committee's "brain power"
- Attend the Friday Night Sound Waves event on August 7
- Walk the beach on a regular basis

Mr. Schiavone suggested asking the City Manager to assign a Parks and Recreation employee to do marketing. He said then they could have a charrette with the members of the Beach Council and marketing representatives from the hotels.

Mr. Luz mentioned a great presentation done by a web developer/marketing person for Lauderdale by the Sea. They have had "huge success."

Acting Chair Lee summarized that the BRAB wants to build brand communication and marketing into their process.

Mr. Morris remarked that the 30% mark would not be reached until September, and there was not much business to discuss in August.

Mr. Mitchell brought up homelessness on the beach. He announced an event to be held at the Convention Center on September 25, 2015, called "Operation Lift HOPE" to bring attention to homelessness affecting veterans and their families in the downtown corridor (including the beaches).

**Motion** by Ms. Smith, seconded by Mr. Mitchell, to cancel the meeting for August 17, 2015. In a voice vote, the motion passed unanimously (6-0).

Hearing no further business, Acting Chair Lee adjourned the meeting at 4:14 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

PowerPoint presentation on the FY2016 CRA Operational Budget – Don Morris  
Handouts on Styrofoam bans – Keith London